



# Preferred<sup>™</sup> HOTELS & RESORTS

One brand. Five collections. An infinite number of unique experiences.

## 5 Minute Guide

### A Global Presence

650 HOTELS GLOBALLY

280 Hotels  
NORTH AMERICA

185 Hotels  
EUROPE

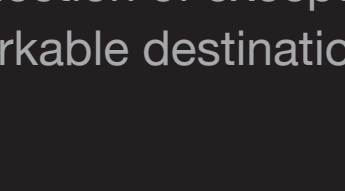


70 Hotels  
CENTRAL & SOUTH AMERICA

115 Hotels  
ASIA, MIDDLE EAST, & AFRICA

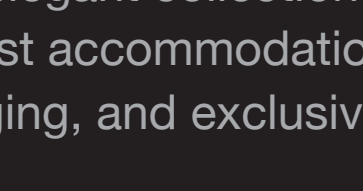
### The Collections

#### LEGEND<sup>™</sup>



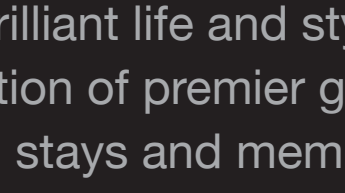
The ultimate collection of exceptional properties in the most remarkable destinations of the world.

#### LVX<sup>™</sup>



An exceptional and elegant collection of renowned properties featuring the finest accommodations accompanied by attentive, engaging, and exclusive personal service.

#### LIFESTYLE<sup>™</sup>



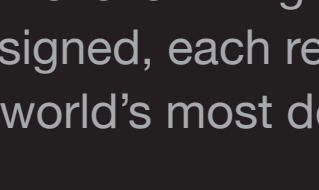
A brilliant life and style. A diverse collection of premier global properties offering engaging stays and memorable moments.



#### CONNECT<sup>™</sup>

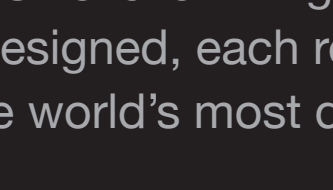
These smart, well-appointed, eclectic, and welcoming hotels seamlessly combine value with comfort and convenience to relax one's busy, on-the-road life.

#### RESIDENCES



The highest level of living with luxury. Distinctively designed, each refined residence is located in the world's most desired locations.

#### SERVICED RESIDENCES<sup>™</sup>



The highest level of living with luxury. Distinctively designed, each refined residence is located in the world's most desired locations.



### What We Do



#### COMPREHENSIVE DISTRIBUTION PLATFORM

A state-of-the-art Central Reservations System drives "best in class" connectivity to our billion-dollar pipeline



#### GLOBAL SALES TEAM

More than 60 sales people covering corporate, group, and leisure sectors in 30 strategic locations globally.



#### GLOBAL LOYALTY

iPrefer is the world's largest global points-based loyalty program for independent hotels



#### MARKETING

Innovative marketing programs that deliver visibility to, and business from, a broad range of travel consumers

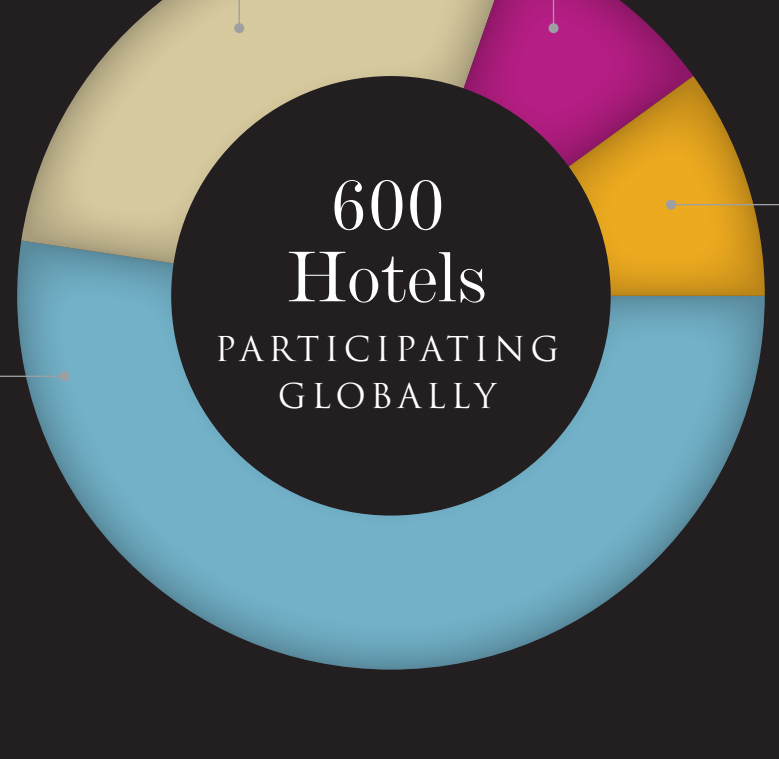


#### COST-SAVING BENEFITS

From procurement services to OTA commissions, we help hotels increase bottom-line profits

### iPrefer<sup>™</sup> HOTEL REWARDS

305 Americas, 170 Europe, 60 IMEA, 65 Asia/Pacific



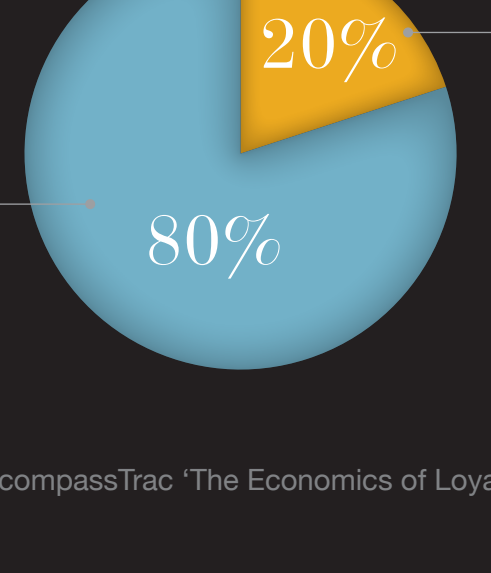
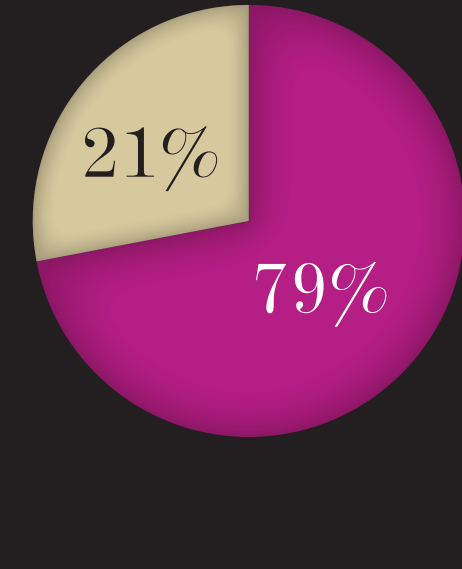
1.5 M members and counting

The world's largest global points-based loyalty program for independent hotels

#### US\$77M MEMBER STAY REVENUE IN 2015

21% of revenue came from enrollments that originated at your hotel

79% of revenue came from enrollments that originated at another hotel



80% of future profits come from 20% of existing customers<sup>1</sup>

US\$820 2014 average stay value

#### OTA vs. iPrefer

iPrefer bookings reduce costs and increase profitability vs. OTA bookings\*

18% Commission (OTA)

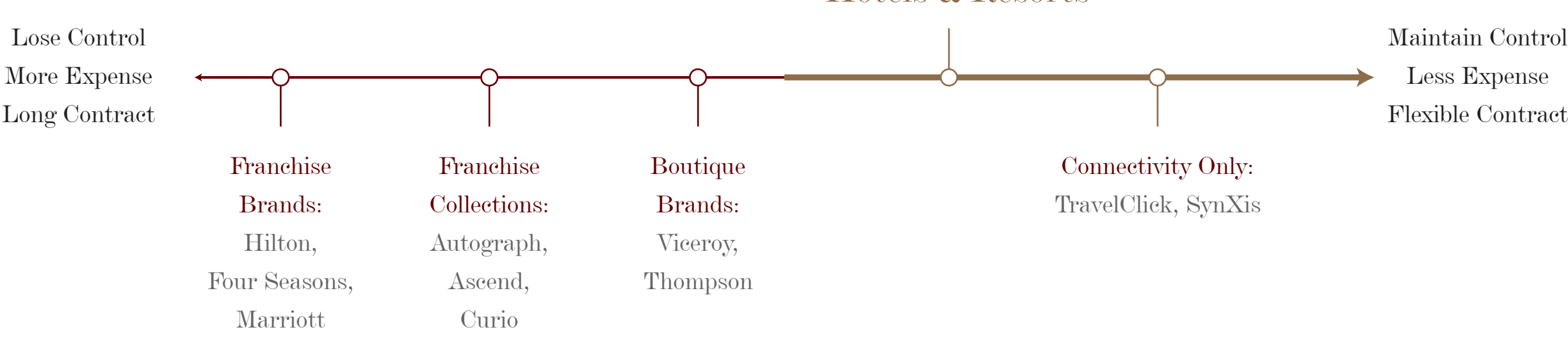
2.5% Commission (iPrefer)



<sup>1</sup>: NcompassTrac "The Economics of Loyalty"

\*hotel direct bookings

### Flexibility



#### WE DO

- Issue flexible term contracts
- Allow hotels to keep their own customer data
- Constantly upgrade our systems
- Work with our hotels in partnership to ensure satisfaction, resulting in a 95% retention rate

#### WE DO NOT

- Oversaturate markets with hotels
- Require mandatory corporate advertising
- Require vendor purchases
- Make frequent brand modifications that involve cost for the hotel

### Proven Results

More than \$1 Billion in revenue generated in 2015 (Up 14% on 2014)

\$295.00 2015 average ADR across all brands

15 Properties "de-flagged" since 2013 adding significantly to their NOI

9.9% Occupancy increase and 32% RevPAR increase 2011 through 2015

114 New properties contracted in 2015

### Independent Analysis

\$10 RevPAR Premium in 2014

108.4% Average Rate Index vs. Competitors

3.7% of GRR Aggregate fees payable to PH&R

PH&R hotels finished 2014 with Revenue Generated Index (RGI) of 105.4% and have been consistently performing above their competition in the for the past four years.

2015 Horwath HTL study of North American PH&R Hotels using STR data from 2010 to 2014



### Get in Touch

Need more info? PreferredHotels.com/join

Chris Green

SVP Operations, Chesapeake Hospitality

"We were "Brand Guys," but the results speak for themselves. Working with Preferred has altered our view of the industry and we have plans for further properties, avoiding the restrictive terms and fees set by franchise brands."

Tom Goodwin

President, Fillmore Hospitality

"We have more people engaged in selling now and...we are getting traction. As an independent, we have to work harder, but the payoff is quite significant!"

Or Email:

development@preferredhotels.com